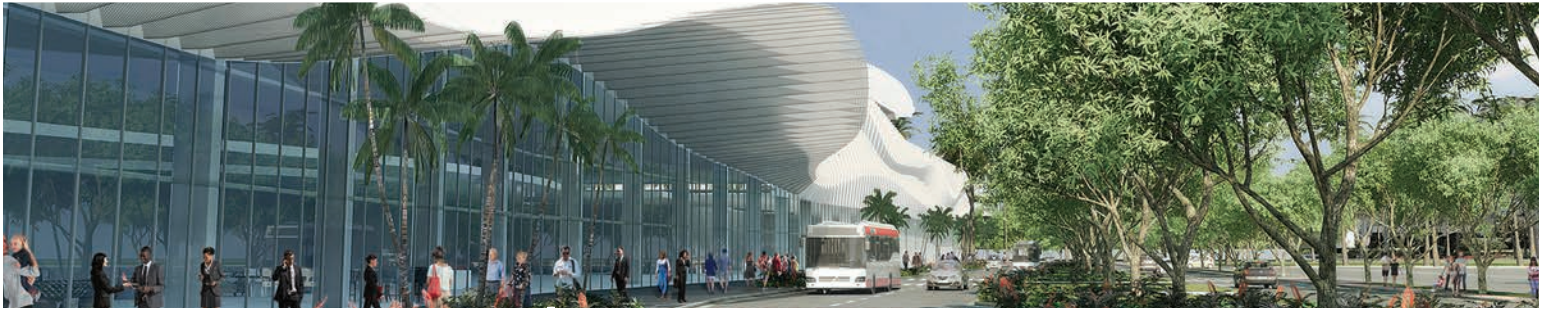
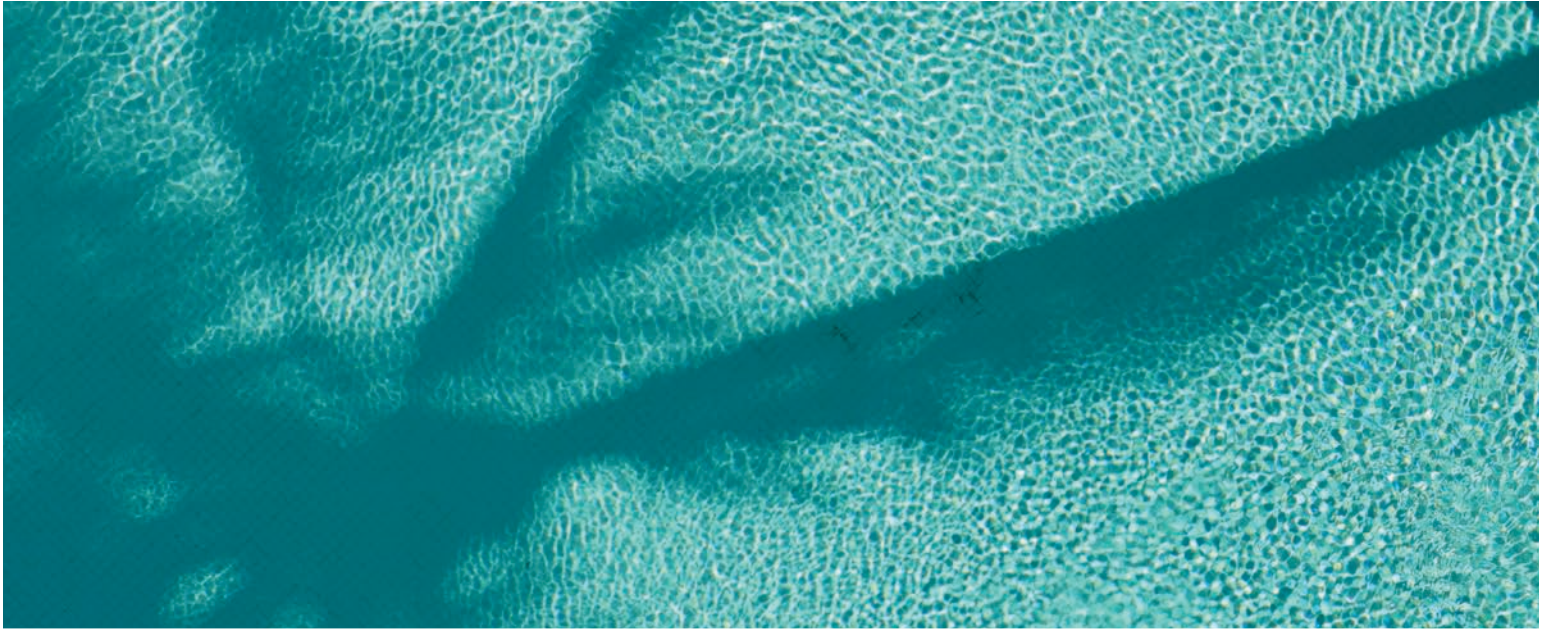


BOUTIQUE & LIFESTYLE HOTELS

PROGRAM OF WORK

2017 2018



MIAMI

GREATER MIAMI CONVENTION & VISITORS BUREAU

The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches. CS02458

BOUTIQUE & LIFESTYLE HOTELS

Program of Work 2017/2018

October 2017

10/1-10/31: Miami Attractions Month

The PR and Promotions team will develop a press release in order to create awareness for the Attractions Month promotion and drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will also be integrated into overall messaging and promotions.

10/1-10/31: Familiarization (FAM) Tours - Miami, Florida

On a monthly basis, the Travel Industry Sales team will host FAM Tours attended by tour operators and travel agents from all over the world. These FAM Tours are a great opportunity to showcase Miami's Boutique & Lifestyle collection through site inspections. These FAM Tours are a unique opportunity for our hotel partners to interact face-to-face with clients and sell their overall services and hotel product. The GMCVB develops an itinerary which includes visits to the areas hotels, attractions, museums, restaurants, neighborhoods and so much more.

10/1-10/31: Media Newsletter (Breaking News & Events)

On a monthly basis, the PR & Promotions team will provide media outlets with Miami's most up-to-date information about "What's Happening" in the destination. This newsletter is an opportunity for Boutique and Lifestyle Hotels to share their latest developments to the press.

10/3-10/5: The NYC Trade Show - New York City

The Travel Industry Sales team will participate with the NYC Trade show in New York, including sales calls to entertainment, production and corporate agents in the New York City area. More than 300 clients are expected to attend the trade show. The GMCVB's aim of this show is to further the awareness of Miami's Boutique and Lifestyle Hotel collection as well as promote the area's new film-friendly benefits.

10/3-10/7: Canada Sales Mission - Toronto, Montreal & Quebec City

The Travel Industry Sales team will conduct travel agent round table presentations in Toronto and Montreal for more than 150 travel agents giving them updates on hotels and attractions in our destination. We will host VIP receptions for Tour Operators in Toronto and Montreal with round table training for nearly 70 tour operators. We will also visit Montreal this year and host a luncheon for Operators and Travel Trade Media.

10/12-10/14: TTG Incontri - Rimini, Italy

The GMCVB's Travel Industry Sales team and its partners will attend this annual travel tradeshow. TTG Incontri is one of the leading tourism shows of the country. During this tradeshow, the GMCVB and its partners will have an opportunity to meet approximately 500 Italian travel agents and Tour Operators and update the trade on Miami's newest offerings.

10/17: Boutique & Lifestyle Hotels Quarterly Meeting – Miami Beach, Florida

Every quarter, the GMCVB convenes a meeting with the Boutique & Lifestyle Hotel partners to discuss market trends and future opportunities. These quarterly discussions are attended by the hotel's General Managers and/or Sales & Marketing Directors and offers a great platform for stimulation of new ideas and areas of future collaboration.

10/28: Produced By NY - New York, New York

This one-day event will showcase the vibrant and diverse New York creative community working in film, television and new media. Produced By is the signature event where the most influential decision-makers in the entertainment industry gather as peers to educate, illuminate and share new technological and economic innovations. (In conjunction with Film Office Partners).

November 2017

11/1-11/30: Live Arts Month

The PR and Promotions team will develop a press release in order to create awareness for the Live Arts Month; this program promotes Miami's live music, arts and entertainment scene and will drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will also be integrated into overall messaging and promotions.

11/1-11/30: Familiarization (FAM) Tours - Miami, Florida

On a monthly basis, the Travel Industry Sales team will host FAM Tours attended by tour operators and travel agents from all over the world. These FAM Tours are a great opportunity to showcase Miami's Boutique & Lifestyle collection through site inspections. These FAM Tours are a unique opportunity for our hotel partners to interact face-to-face with clients and sell their overall services and hotel product. The GMCVB develops an itinerary which includes visits to the areas hotels, attractions, museums, restaurants, neighborhoods and so much more.

11/1-11/30: Media Newsletter (Breaking News & Events)

On a monthly basis, the PR & Promotions team will provide media outlets with Miami's most up-to-date information about "What's Happening" in the destination. This newsletter is an opportunity for Boutique and Lifestyle Hotels to share their latest developments to the press.

11/6-11/8: World Travel Market (WTM) - London, England

GMCVB's Travel Industry Sales & PR/Media teams and its partners will attend this leading UK tourism trade show. It is attended by more than 50,000 travel buyers from the UK and Europe. During this tradeshow, the Sales & PR teams will meet with clients and press from the UK and Europe.

11/28-11/30: IBTM World - Barcelona, Spain

IBTM World, formerly known as EIBTM, is one of the leading global events in the meetings industry. More than 15,500 meetings, events and incentives industry decision makers from all over the world attend this event. This tradeshow allows the GMCVB to get in front of the meetings industries finest trade professionals and international buyers. IBTM World offers a Hosted Buyer Program, where the show organizer guarantees the attendance of more than 4,000 prestigious and highly qualified buyers from around the world. This meetings tradeshow is a unique opportunity for Boutique & Lifestyle Hotels to meet with global incentive planners.

11/27-11/30: Northeast Sales Mission – northeast cities

The Travel Industry Sales Team will host the annual northeast sales mission visiting four cities in the northeast and hosting a VIP event for top travel agents and tour operators in the north east. This sales mission is one of the most attended by Boutique Hotel & Lifestyle Hotels – it is a great opportunity to meet face-to-face with clients from Miami's top feeder markets in the U.S.

December 2017

12/1-12/15: Familiarization (FAM) Tours - Miami, Florida

On a monthly basis, the Travel Industry Sales team will host FAM Tours attended by tour operators and travel agents from all over the world. These FAM Tours are a great opportunity to showcase Miami's Boutique & Lifestyle collection through site inspections. These FAM Tours are a unique opportunity for our hotel partners to interact face-to-face with clients and sell their overall services and hotel product. The GMCVB develops an itinerary which includes visits to the areas hotels, attractions, museums, restaurants, neighborhoods and so much more. *(Note: There is a black-out period for FAMs during the dates coinciding with Art Basel Miami Beach)*

12/1-12/31: Media Newsletter (Breaking News & Events)

On a monthly basis, the PR & Promotions team will provide media outlets with Miami's most up-to-date information about "What's Happening" in the destination. This newsletter is an opportunity for Boutique and Lifestyle Hotels to share their latest developments to the press.

January 2018

1/1-1/31: Miami Cruise Month

The PR and Promotions team will develop a press release in order to create awareness for the Cruise Month; this program promotes the special offers on cruises from PortMiami, pre- and post- hotel stays and will drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will also be integrated into overall messaging and promotions.

1/1-1/31: Familiarization (FAM) Tours - Miami, Florida

On a monthly basis, the Travel Industry Sales team will host FAM Tours attended by tour operators and travel agents from all over the world. These FAM Tours are a great opportunity to showcase Miami's Boutique & Lifestyle collection through site inspections. These FAM Tours are a unique opportunity for our hotel partners to interact face-to-face with clients and sell their overall services and hotel product. The GMCVB develops an itinerary which includes visits to the areas hotels, attractions, museums, restaurants, neighborhoods and so much more.

1/1-1/31: Media Newsletter (Breaking News & Events)

On a monthly basis, the PR & Promotions team will provide media outlets with Miami's most up-to-date information about "What's Happening" in the destination. This newsletter is an opportunity for Boutique and Lifestyle Hotels to share their latest developments to the press.

TBD Boutique & Lifestyle Hotels Quarterly Meeting – Miami Beach, Florida

Every quarter, the GMCVB convenes a meeting with the Boutique & Lifestyle Hotel partners to discuss market trends and future opportunities. These quarterly discussions are attended by the hotel's General Managers and/or Sales & Marketing Directors and offers a great platform for stimulation of new ideas and areas of future collaboration.

1/16-1/18: The National Association of Television Programming Executives (NATPE) – Miami Beach, Florida

The 55th Anniversary of the National Association of Television Programming Executives Conference & Exhibition will be held in Miami, January 16-18, 2018. NATPE is the only American program market serving the worldwide television community. This three-day market and conference is recognized throughout the world as a key media event. The GMCVB will host a net-working event for key NATPE executives and conference participants. (In conjunction with Film Office Partners)

1/26-1/28: New York Times Travel Show - New York City, New York

The North America's premier travel trade and consumer convention will return for its 15th year in 2018 to the Jacob Javitz Center. The Travel Industry Sales team along with hotel partners will participate next year in the largest premier consumer show in the Northeast. More than 20,000 consumers and 200 travel agents are expected to attend the show this year.

1/28-1/31: Realscreen Summit – Washington, D.C.

The RealScreen Summit is the world's foremost conference and market for the non-fiction and unscripted content industry, and the place to get deals done. The event, now in its 17th year, has experienced significant growth over the last few years and will attract in the order of 2,500 buyers, creators, and distributors of factual content from all corners of the globe. More than 200 global commissioning editors running the gamut of non-fiction content will be in attendance and delegates are afforded unique opportunities to pitch their program ideas, industry services and negotiate co-productions. (In conjunction with our Film Office Partners)

1/29-2/1: Meeting Planner Sales Mission - Mexico City, Mexico

The GMCVB's Travel Industry Sales team and hotel partners will present and promote Miami as a destination for meetings, incentive travel & group meeting planners through destination presentations, sales calls and networking events.

February 2018

2/1-2/28: Miami Romance Month

The PR and Promotions team will develop a press release in order to create awareness for the Romance Month; this month promotes the area's romance offers and events and will drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will also be integrated into overall messaging and promotions.

2/1-2/28: Familiarization (FAM) Tours - Miami, Florida

On a monthly basis, the Travel Industry Sales team will host FAM Tours attended by tour operators and travel agents from all over the world. These FAM Tours are a great opportunity to showcase Miami's Boutique & Lifestyle collection through site inspections. These FAM Tours are a unique opportunity for our hotel partners to interact face-to-face with clients and sell their overall services and hotel product. The GMCVB develops an itinerary which includes visits to the areas hotels, attractions, museums, restaurants, neighborhoods and so much more.

2/1-2/28: Media Newsletter (Breaking News & Events)

On a monthly basis, the PR & Promotions team will provide media outlets with Miami's most up-to-date information about "What's Happening" in the destination. This newsletter is an opportunity for Boutique and Lifestyle Hotels to share their latest developments to the press.

2/9-2/11: Boston Globe Trade Show – Boston, Massachusetts

The Travel Industry Sales team and hotel partners will participate in the leading travel show in New England that reaches more than 2.8 million readers weekly through *The Boston Globe*, boston.com, Metro Boston, & Worcester T & G. They expect more than 20,000 consumers and more than 250 exhibitors to participate in the show this year.

2/21-2/23: ANATO - Bogota, Colombia

The Travel Industry Sales and PR teams will attend the leading travel and tourism show in Colombia. ANATO expects more than 15,000 buyers and professional visitors and press. This is a great opportunity for Boutique & Lifestyle hotel partners to meet one-on-one with the leading travel buyers and press from this important market. Colombia is one of Miami's top international feeder markets.

March 2018

3/1-3/31: Shop Miami Month

The PR and Promotions team will develop a press release in order to create awareness for the Shop Miami Month; this month promotes Miami's leading retail partners' offers and will drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will also be integrated into overall messaging and promotions.

3/1-3/31: Familiarization (FAM) Tours - Miami, Florida

On a monthly basis, the Travel Industry Sales team will host FAM Tours attended by tour operators and travel agents from all over the world. These FAM Tours are a great opportunity to showcase Miami's Boutique & Lifestyle collection through site inspections. These FAM Tours are a unique opportunity for our hotel partners to interact face-to-face with clients and sell their overall services and hotel product. The GMCVB develops an itinerary which includes visits to the areas hotels, attractions, museums, restaurants, neighborhoods and so much more.

3/1-3/31: Media Newsletter (Breaking News & Events)

On a monthly basis, the PR & Promotions team will provide media outlets with Miami's most up-to-date information about "What's Happening" in the destination. This newsletter is an opportunity for Boutique and Lifestyle Hotels to share their latest developments to the press.

3/7-3/11: ITB - Berlin, Germany

The Travel Industry Sales & PR teams along with its partners will exhibit at the world's biggest travel trade show. With more than 180,000 visitors, among these 108,000 travel industry professionals and press from 180 countries. This is a great opportunity for Boutique & Lifestyle hotel partners to meet one-on-one with the leading travel buyers and press from this important market. Germany is one of Miami's top international feeder markets.

TBD: The LA Trade Show - Los Angeles, California

The Travel Industry Sales team will participate at the LA Trade show in Los Angeles next March, including sales calls to entertainment, production and corporate agents in the Los Angeles area. More than 300 clients are expected to attend the tradeshow. The GMCVB's aim of this show is to further the awareness of Miami's Boutique and Lifestyle Hotel collection as well as promote the area's new film-friendly benefits.

3/19-3/23: Argentina & Chile Sales Mission - Santiago, Buenos Aires & Cordoba

The Travel Industry Sales team and its partners will have an opportunity to meet one-on-one with the most important travel agents and tour operators in these cities. This sales mission is a great opportunity for Boutique & Lifestyle hotel partners to meet one-on-one with the leading travel buyers from these important markets. Argentina is one of Miami's top international feeder markets.

April 2018

4/1-4/30: Miami Sports & Wellness Month

The PR and Promotions team will develop a press release in order to create awareness for the Sports & Wellness month; this month promotes all offers for recreational activities in the area and will drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will also be integrated into overall messaging and promotions.

4/1-4/30: Familiarization (FAM) Tours - Miami, Florida

On a monthly basis, the Travel Industry Sales team will host FAM Tours attended by tour operators and travel agents from all over the world. These FAM Tours are a great opportunity to showcase Miami's Boutique & Lifestyle collection through site inspections. These FAM Tours are a unique opportunity for our hotel partners to interact face-to-face with clients and sell their overall services and hotel product. The GMCVB develops an itinerary which includes visits to the areas hotels, attractions, museums, restaurants, neighborhoods and so much more.

4/1-4/30: Media Newsletter (Breaking News & Events)

On a monthly basis, the PR & Promotions team will provide media outlets with Miami's most up-to-date information about "What's Happening" in the destination. This newsletter is an opportunity for Boutique and Lifestyle Hotels to share their latest developments to the press.

TBD: Boutique & Lifestyle Hotels Quarterly Meeting – Miami Beach, Florida

Every quarter, the GMCVB convenes a meeting with the Boutique & Lifestyle Hotel partners to discuss market trends and future opportunities. These quarterly discussions are attended by the hotel's General Managers and/or Sales & Marketing Directors and offers a great platform for stimulation of new ideas and areas of future collaboration.

4/3- 4/5: World Travel Market Latin America - Sao Paulo, Brazil

The Travel Industry Sales & PR teams along with its hotel partners will participate at this show. WTM Latin America is the leading tradeshow in Brazil – the three day must-attend business-to-business (B2B) event which brings the world to Latin America and promotes Latin America to the world. Through its industry networks, unrivalled global reach, WTM Latin America creates personal and business opportunities, providing customers with quality contacts, content and communities. WTM Latin America attracts more than 6,000 influential visitors and 800 exhibiting companies during the three-day event. This is a great opportunity for Boutique & Lifestyle hotel partners to meet one-on-one with the leading

travel buyers and press from this important market. Brazil is one of Miami's top international feeder markets.

4/19-4/30: Tribeca Film Festival – New York, New York

The Tribeca Film Festival program line-up offers moviegoers a wide variety of independent films and also features panel discussions with personalities in the entertainment world offering excellent networking opportunities to promote our destination as the ideal locations for filming independent films. The Miami Film Festival postcards will be distributed to attendees of a reception co-sponsored with our Film Office Partners. (In conjunction with Film Office Partners)

TBD: National Association of Broadcasters (NAB) – Las Vegas, Nevada

The NAB Show consisting has evolved over the last eight decades to continually lead this ever-changing industry. While the solutions have changed to keep pace with consumer habits and technologies, the industry's aspirations to produce and deliver memorable content have remained constant. From creation to consumption, the NAB Show has proudly served as the incubator for excellence – helping to breathe life into content everywhere. (In conjunction with Film Office Partners)

4/16–4/20: Germany & The Netherlands Sales Mission - Duesseldorf, Duisburg, Hannover, Frankfurt & Amsterdam

The Travel Industry Sales team along with its partners will participate in a 5 city road show in Germany and The Netherlands with the aim of meeting the leading Tour Operators and their USA Product Manager teams. The Miami delegation will provide an update on the overall destination as well as an update on the products of each participating partner. This sales mission is a great opportunity for Boutique & Lifestyle hotel partners to meet one-on-one with the leading travel buyers from these important markets. Germany is one of Miami's top international feeder markets.

4/23–4/27: Colombia Sales Mission - Bogota, Medellin & Cali, Colombia

The Travel Industry Sales team along with its partners will participate in a 3 city road show across the country to meet with leading travel agencies, meeting planners and tour operators. The Miami delegation will provide an update on the overall destination as well as an update on the products of each participating partner. This sales mission is a great opportunity for Boutique & Lifestyle hotel partners to meet one-on-one with the leading travel buyers from this important market. Colombia is one of Miami's top international feeder markets.

May 2018

5/1-5/31: Miami Museum Month

The PR and Promotions team will develop a press release in order to create awareness for the Museum Month; this month promotes the "Buy One, Get One Free admission" to the areas' museums. Promotions will drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will also be integrated into overall messaging and promotions.

5/1-5/31: Familiarization (FAM) Tours - Miami, Florida

On a monthly basis, the Travel Industry Sales team will host FAM Tours attended by tour operators and travel agents from all over the world. These FAM Tours are a great opportunity to showcase Miami's Boutique & Lifestyle collection through site inspections. These FAM Tours are a unique opportunity for our hotel partners to interact face-to-face with clients and sell their overall services and hotel product. The GMCVB develops an itinerary which includes visits to the areas hotels, attractions, museums, restaurants, neighborhoods and so much more.

5/1-5/31: Media Newsletter (Breaking News & Events)

On a monthly basis, the PR & Promotions team will provide media outlets with Miami's most up-to-date information about "What's Happening" in the destination. This newsletter is an opportunity for Boutique and Lifestyle Hotels to share their latest developments to the press.

5/7-5/11: Florida Road Show – Naples, St. Petersburg/Clearwater, Tampa, Orlando

The Travel Industry Sales team will host travel agent seminars and conduct sales calls to key agencies throughout Florida. During the road show, our partners will have an opportunity to meet with receptive tour operators in Orlando as well as travel agents throughout the state. This annual sales mission is very effective in bringing summer business to Miami with all the temptation specials.

5/19–5/23: IPW / Denver, CO (Formerly known as International Pow Wow)

This is a show is the travel industry's premier international marketplace and is the largest generator of Visit USA travel. More than 1,000 US travel organizations from every region of the country will be present, representing all industry category components. Close to 1,500 International & Domestic Buyers from more than 70 countries will be conducting business negotiations that result in the generating of more than \$3.5 billion in future Visit USA travel. The Travel Industry Sales & PR teams will attend the tradeshow along with its partners. This tradeshow is a great opportunity for Boutique & Lifestyle hotel partners to meet with the leading international travel buyers from all over the world. Half of Miami's visitors are from international markets.

June 2018

6/1-6/30: Miami Hotel Months

The PR and Promotions team will develop a press release in order to create awareness for the Hotels Month; this promotion lasts between June to September and highlights the areas' hotel summer offers. Promotions will drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will be included in all messaging and promotions.

6/1-6/30: Miami Film Month

The PR and Promotions team will develop a press release in order to create awareness for the Film Month; this month highlights the areas' film festivals and art cinemas. Promotions will drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will also be integrated into overall messaging and promotions.

6/1-6/30: Familiarization (FAM) Tours - Miami, Florida

On a monthly basis, the Travel Industry Sales team will host FAM Tours attended by tour operators and travel agents from all over the world. These FAM Tours are a great opportunity to showcase Miami's Boutique & Lifestyle collection through site inspections. These FAM Tours are a unique opportunity for our hotel partners to interact face-to-face with clients and sell their overall services and hotel product. The GMCVB develops an itinerary which includes visits to the areas hotels, attractions, museums, restaurants, neighborhoods and so much more.

6/1-6/30: Media Newsletter (Breaking News & Events)

On a monthly basis, the PR & Promotions team will provide media outlets with Miami's most up-to-date information about "What's Happening" in the destination. This newsletter is an opportunity for Boutique and Lifestyle Hotels to share their latest developments to the press.

6/11–6/14: LE Miami – Miami Beach, Florida

LE Miami is a travel industry show which brings together lifestyle-led hotels and travel brands with both leading leisure, production, entertainment and corporate buyers from all over the world. It is considered one of the top travel & tourism events for lifestyle hotels and one the GMCVB leverages on behalf of the destination's Lifestyle & Boutique Hotels. The Travel Industry Sales team will meet one-on-one with lifestyle, entertainment, production and corporate clients from all over the world and provide clients with the latest "what's happening" in the destination. The PR & Promotions team will develop unique experiences for the press throughout the destination. Boutique & Lifestyle hotel offers will also be integrated into overall messaging for clients and press.

TBD: Produced by Conference – Los Angeles, California

The Producers Guild of America presents the only conference FOR PRODUCERS, BY PRODUCERS. Whether you're just starting out or a seasoned pro, you'll want to take advantage of our stellar spectrum of speakers, sessions and workshops, networking and social events, technology demonstrations and related exhibits. This year the conference is joined by our Presenting Sponsor, the International CES, to showcase the future of technology and content. The Miami Boutique/Lifestyle Hotels brochures will be distributed to attendees of a reception co-sponsored with our Film Office Partners. (In conjunction with Film Office Partners)

6/25–6/29: UK & Ireland Sales Mission – London, England and Dublin, Ireland

The Travel Industry Sales team along with its partners will participate in a UK and Ireland road show with the aim of meeting the leading British and Irish Tour Operators and their USA Product Manager teams. The Miami delegation will provide an update on the overall destination as well as an update on the products of each participating member. This sales mission is a great opportunity for Boutique & Lifestyle hotel partners to meet one-on-one with the leading travel buyers from this important market. The UK is one of Miami's top international feeder markets.

July 2018

7/1-7/31: Miami Hotel Months

The PR and Promotions team will develop a press release in order to create awareness for the Hotels Month; this promotion lasts between June to September and highlights the areas' hotel summer offers. Promotions will drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will be included in all messaging and promotions.

7/1-7/31: Miami Spa Month

The PR and Promotions team will develop a press release in order to create awareness for the Spa Month; this promotion will last July and August and highlights the area's premier spas. The Promotion will drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will also be integrated into overall messaging and promotions.

7/1-7/31: Familiarization (FAM) Tours - Miami, Florida

On a monthly basis, the Travel Industry Sales team will host FAM Tours attended by tour operators and travel agents from all over the world. These FAM Tours are a great opportunity to showcase Miami's Boutique & Lifestyle collection through site inspections. These FAM Tours are a unique opportunity for our hotel partners to interact face-to-face with clients and sell their overall services and hotel product. The GMCVB develops an itinerary which includes visits to the areas hotels, attractions, museums, restaurants, neighborhoods and so much more.

7/1-7/31: Media Newsletter (Breaking News & Events)

On a monthly basis, the PR & Promotions team will provide media outlets with Miami's most up-to-date information about "What's Happening" in the destination. This newsletter is an opportunity for Boutique and Lifestyle Hotels to share their latest developments to the press.

TBD: Boutique & Lifestyle Hotels Quarterly Meeting – Miami Beach, Florida

Every quarter, the GMCVB convenes a meeting with the Boutique & Lifestyle Hotel partners to discuss market trends and future opportunities. These quarterly discussions are attended by the hotel's General Managers and/or Sales & Marketing Directors and offers a great platform for stimulation of new ideas and areas of future collaboration.

August 2018

8/1-8/31: Miami Hotel Months

The PR and Promotions team will develop a press release in order to create awareness for the Hotels Month; this promotion lasts between June to September and highlights the areas' hotel summer offers. Promotions will drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will be included in all messaging and promotions.

8/1-8/31: Miami Spice Restaurant Month

The PR and Promotions team will develop a press release in order to create awareness for the Miami Spice Month; this is the area's premier restaurant promotion program which lasts August and September and will drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will also be integrated into overall messaging and promotions.

8/1-8/31: Miami Spa Month

The PR and Promotions team will develop a press release in order to create awareness for the Spa Month; this promotion lasts August and September and will drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will also be integrated into overall messaging and promotions.

8/1-8/31: Media Newsletter (Breaking News & Events)

On a monthly basis, the PR & Promotions team will provide media outlets with Miami's most up-to-date information about "What's Happening" in the destination. This newsletter is an opportunity for Boutique and Lifestyle Hotels to share their latest developments to the press.

8/13- 8/17: Brazil Sales Mission - Sao Paulo, Belo Horizonte & Rio de Janeiro, Brazil

The Travel Industry Sales team along with its partners will participate in a 3 city road show in Brazil with the aim of meeting the leading travel agencies, tour operators and their USA Product Manager teams. The Miami delegation will provide an update on the overall destination as well as an update on the products of each participating partner. This sales mission is a great opportunity for Boutique & Lifestyle hotel partners to meet one-on-one with the leading travel buyers from this important market. Brazil is one of Miami's top international feeder markets.

September 2018

9/1-9/30: Miami Hotel Months

The PR and Promotions team will develop a press release in order to create awareness for the Hotels Month; this promotion lasts between June to September and highlights the areas' hotel summer offers. Promotions will drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will be included in all messaging and promotions.

9/1-9/30: Miami Spice Restaurant Month

The PR and Promotions team will develop a press release in order to create awareness for the Miami Spice Month; this is the area's premier restaurant promotion program which lasts August and September and will drive traffic to the program's website as well as engage consumers via social media platforms. Boutique & Lifestyle hotel offers will also be integrated into overall messaging and promotions.

9/1-9/30: Media Newsletter (Breaking News & Events)

On a monthly basis, the PR & Promotions team will provide media outlets with Miami's most up-to-date information about "What's Happening" in the destination. This newsletter is an opportunity for Boutique and Lifestyle Hotels to share their latest developments to the press.

9/10-9/14: Northeast Sales Mission – northeast cities

The Travel Industry Sales Team will host the annual northeast sales mission visiting four cities in the northeast and hosting a VIP event for top travel agents and tour operators in the north east. This sales mission is one of the most attended by Boutique Hotel & Lifestyle Hotels – it is a great opportunity to meet face-to-face with clients from Miami's top feeder markets in the U.S.

9/17-9/21: Scandinavia Sales Mission - Sweden, Denmark & Norway

The Travel Industry Sales team along with its partners will participate in a 3 city road show throughout Scandinavia with the aim of meeting the leading travel agencies, tour operators and their USA Product

Manager teams. The Miami delegation will provide an update on the overall destination as well as an update on the products of each participating partner. This sales mission is a great opportunity for Boutique & Lifestyle hotel partners to meet one-on-one with the leading travel buyers from this important market. The countries in Scandinavia are in Miami's top 20 international feeder markets.

9/25-9/28: IFTM, International French Travel Market - Paris, France

The Travel Industry Sales team along with its partners will participate at IFTM (International French Travel Market). IFTM is France's leading B2B international tourism exhibition. This show is the travel industry's leading event for networking, doing business, innovating and keeping abreast of market developments covering all sectors: leisure, business and events. This fair attracts approximately 25,800 travel industry professionals and 1,026 media. This sales mission is a great opportunity for Boutique & Lifestyle hotel partners to meet one-on-one with the leading travel buyers from this important market. France is one of Miami's top 15 international feeder markets.

TBD: Independent Film Week – New York, New York

Independent Film Week is the oldest forum in the US for the discovery of new projects in development and new voices on the independent film scene. The events offer networking opportunities for the film industry professionals, Boutique/Lifestyle Hotels and the Film Offices. The Miami Film Festival postcards will be distributed to attendees. (In conjunction with Film Office Partners)

TBD: Toronto International Film Festival (TIFF) – Toronto, Canada

The GMCVB Boutique & Lifestyle Hotels team will take Miami to Toronto during the Toronto International Film Festival. TIFF ranks among the most prestigious international film festivals in the world. For ten days, film lovers, filmmakers, industry professionals and media watch the best in new cinema from established masters and new talent. The Festival also provides excellent resources and networking opportunities for film-industry professionals and buyers. The GMCVB will co-sponsor a VIP reception with our Film Office Partners. This invitation only event provides a taste of Miami's rich flavor to celebrities, media and the film industry. (In conjunction with Film Office Partners)

Travel Industry Sales Contacts

VP Marketing & Tourism

Gisela Marti

305/539-3080

Gisela@GMCVB.com

Travel Industry Sales & Research Coordinator

Jenny Leyva

305/539-3091

Jenny@GMCVB.com

Media Relations Contacts

Associate Vice President Media Relations & Promotions

Jennifer Diaz

305/539-3111

JDiaz@GMCVB.com

Media Relations and Promotions Manager

Esther Molina

305/539-3088

Esther@GMCVB.com

Media Relations & Promotions Coordinator

Stephanie Figueroa

305/539-3084

Stephanie@GMCVB.com

Film Offices

City of Miami Beach

Graham Winick

Film & Event Production Manager

1700 Convention Center Drive

Miami Beach, FL 33139

305-673-7070

grahamwinick@miamibeachfl.gov

Miami-Dade Office of Film and Entertainment

Sandy Lighterman

Film & Entertainment Commissioner

111 N.W. 1st Street

12th floor

Miami, Florida 33128

305-375-3288

sandyl@miamidade.gov

City of Miami

Vicente Betancourt

Film Industry Coordinator

444 S.W. 2nd Avenue, 10th Floor

Miami, Florida 33130

(305) 416-1072

vbetancourt@miamigov.com